

**BENSON & HEDGES**  
**1992 BUDGET**  
**(000'S)**

<u>July Launch</u>	<u>100's</u>	<u>Kings</u>	<u>Total</u>
Advertising	----	30,000	30,000
Advertising Production	----	3,305	3,305
Direct (including continuity)	14,000	----	14,000
Sampling/Events	250	2,000	2,250
POS	----	3,000	3,000
POS Production	----	800	800
Couponing (Signature Collection)	10,000	----	10,000
Retail Promotion	10,000	34,226	44,226
Urban Retail	2,400	3,000	5,400
Gratis	<u>----</u>	<u>3,760</u>	<u>3,760</u>
Total	36,650	80,091	116,741

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